



*The Regional Marketing Program
of the
Midwest Booksellers Association*

www.midwestbooksellers.org

2010 Program Details

"We love Midwest Connections! Not only do we discover many new books that we might not have known about, but it is yet another tool that we can use to make our bookstore unique and "keep it local." We have a Midwest Connections area in the store and include the featured titles in our monthly newsletter. The information provided by MBA on their website gives us a lot to talk about and makes hand-selling easy and fun. We do weekly book reviews for our local alternative newspaper and we are in the process of instituting a store policy that future reviews will be either Midwest Connections or Indie Next titles."

- Alice Meyer, Beaverdale Books, Des Moines, IA

Please contact us for more information -

Susan Walker, Executive Director
Midwest Booksellers Association
3407 West 44th Street, Minneapolis, MN 55410
612-926-5868

susan@midwestbooksellers.org
www.midwestbooksellers.org



The Midwest Booksellers Association's
MIDWEST CONNECTIONS
Regional Marketing Program
SELLS BOOKS!



www.midwestbooksellers.org

MIDWEST CONNECTIONS gives our featured titles high visibility in our MBA member bookstores, and ***IT SELLS BOOKS.***

- ◆ 14 MIDWEST CONNECTIONS PICKS for 2009 were Heartland Bestsellers, and 5 of these were national bestsellers, too. Several continue to be in 2010, too.
- ◆ 5 MIDWEST CONNECTIONS PICKS were 2009 Midwest Booksellers' Choice Award Winners or Honor Book recipients out of a total of 10 winning books.
- ◆ 19 MIDWEST CONNECTIONS PICKS were advertised in the 2009 MBA Catalog.
- ◆ 15 MIDWEST CONNECTIONS authors appeared at the 2009 MBA Trade Show.
- ◆ 11 MIDWEST CONNECTIONS authors participated in the 2009 MBA Spring Meeting, and we will have 12+ participating authors at our 2010 Spring Meetings.
- ◆ 63+ MIDWEST CONNECTIONS PICKS also are or have been Indie Next or Book Sense Picks, Notable Books or recommended titles; a number of these began with our program and were added later by Indie Next or Book Sense.

MIDWEST CONNECTIONS is...

- ◆ **A turn-key program that is customized for each book and author.**

MBA works closely with the publisher and our member bookstores to develop and execute this multi-faceted program for each book we choose as a MIDWEST CONNECTIONS PICK.

- ◆ **Ideal for promoting books of Midwest regional interest or authors who live in our region.**

It is not limited to regional titles, but books which "resonate" strongly in the Midwest are our focus. The types of books featured in the MIDWEST CONNECTIONS program are adult fiction and non-fiction (particularly memoirs, history, or current affairs); cookbooks; and children's books. Other subjects are possible as well.

- ◆ **Cost-efficient and inexpensive. There is only a modest \$250/book participation fee for a publisher to promote a book with MBA in our MIDWEST CONNECTIONS program.**

This program can enhance the promotion and sales of a book in the MBA region, while costing the publisher very little more than it already plans to spend on that book. MBA also can commit well in advance to making a strong Midwest regional interest title a MIDWEST CONNECTIONS PICK, so that a publisher can build MIDWEST CONNECTIONS into the marketing and publicity budget for the book.

- ◆ **Funded actively by the Midwest Booksellers Association.**

We provide up to \$100 per store **PER TITLE** in rebates that stores can earn by running ads for a MIDWEST CONNECTIONS PICK book, featuring it on their websites and in their newsletters, displaying it and sending in photos to document their displays, and using and recommending it with their book clubs and reading groups. We produce ad formats and shelf-talkers for our stores. We also may provide additional funds to support author events, other special events, promotional materials, etc.

- ◆ **Not an author-dependent program.**

Our booksellers are eager to host MIDWEST CONNECTIONS authors in their stores and have many successful events to their credit. MBA pushes for these author events for our stores, but an author's *in-person* availability is not a prerequisite for a MIDWEST CONNECTIONS PICK. We can target books which are good for *authorless* events, and we provide event ideas for our stores.

MBA's Role in MIDWEST CONNECTIONS

For more information, contact Susan Walker, Executive Director, Midwest Booksellers Association, 612-926-5868, susan@midwestbooksellers.org or susan.walker.books@gmail.com.

MBA supports our MIDWEST CONNECTIONS regional marketing program in these ways --

- ◆ **We customize an Excel spreadsheet of MBA member bookstores for each MIDWEST CONNECTIONS PICK.** We target those stores best suited to promote each book, receive reading copies, host events for the author, etc. This information is given FREE OF CHARGE to the publisher.
- ◆ **Our customized store spreadsheet and our "Advance Access" program help the publisher get reading copies to selected booksellers most interested in the book.** MBA provides a Word file of a MIDWEST CONNECTIONS enclosure letter to our stores, which the publisher prints out and sends with these reading copies.
- ◆ **We collect written recommendations and reviews from our booksellers to use in promoting the book.** These recommendations also are given to the publisher.
- ◆ **The MBA website, midwestbooksellers.org, highlights MIDWEST CONNECTIONS web pages featuring current and on-going PICKS books and authors.** Each book has its own web page with information, photos, downloadable promotional materials, recommendations and quotes, and more. Photos of the most current PICKS are featured prominently throughout our website, and information about current MIDWEST CONNECTIONS PICKS is broadcast further through Facebook and Twitter.
- ◆ **Free photos and banners for MIDWEST CONNECTIONS books are featured prominently on the MBA website midwestbooksellers.org and linked to the books' MIDWEST CONNECTIONS web pages.** Publishers also can purchase advertising on our website and weekly Heartland Indie Bestseller List e-mail blasts to highlight their MIDWEST CONNECTIONS books, their website or other related websites.
- ◆ **We work with the publisher and our stores to arrange MIDWEST CONNECTIONS author events, book club and community events, informal author visits with booksellers at MBA stores, and other opportunities for our PICKS authors and stores.** MBA also can help arrange for authors to sign stock to be shipped to MBA bookstores. (The publisher pays for shipping from the MBA office to stores.)
- ◆ **Our Excel format "Bookstore Events & Media Guide" and our "MBA Bookstores Book Clubs Information" spreadsheets are available to the publisher to help promote the book.** Local assistance from participating bookstores helps publicize and promote the book, events, and book club use in stores. (Events/media guide updated in 2008. Book clubs information new in 2009.)
- ◆ **Free MIDWEST CONNECTIONS PICK stickers and high resolution electronic files of thematic signs, shelf-talkers, and bookmarks are provided by MBA for stores to use.** We also produce print ad formats and work with the publisher to produce printed or electronic promotional materials: signs or flyers, bookmarks, recipe cards, reading group guides, author Q&A's, etc.
- ◆ **In the Fall/Winter, MIDWEST CONNECTIONS PICK titles can be advertised by their publishers in the MBA Catalog for the lower regional title rate.** MIDWEST CONNECTIONS titles may appear on the front cover of the MBA Catalog for maximum visibility, without paying the cover rate.
- ◆ **In the Fall, MIDWEST CONNECTIONS authors are featured at the MBA Trade Show as speakers or prominent participants.** Their books are highlighted as MIDWEST CONNECTIONS PICKS in the Trade Show Exhibit and throughout the show. A MIDWEST CONNECTIONS education program and/or other events give MBA booksellers and these authors an opportunity to meet and talk.
- ◆ **In the Spring, MIDWEST CONNECTIONS PICKS authors and titles are featured at Author Receptions at MBA's Spring Meetings for booksellers.** This year we are including at least 12 of these authors.
- ◆ **MIDWEST CONNECTIONS can lead to books being nominated for our annual Midwest Booksellers' Choice Awards - and winning!** FIVE of our MIDWEST CONNECTIONS PICKS books became our 2009 Award Winners or Honor Books: *COOP*, *A RELIABLE WIFE*, *DEWEY*, *SAVVY*, and *SNOW*. This is half of the ten books which were chosen as winners by our booksellers.

The PUBLISHER's Role in MIDWEST CONNECTIONS

We ask our publisher partner to support its book in our MIDWEST CONNECTIONS regional marketing program in these ways --

- ◆ Send advance reading copies or books and MIDWEST CONNECTIONS PICK enclosure letters to a select number of MBA bookstores, based on the customized stores spreadsheet prepared by MBA. A minimum of 50 books is recommended, or more if feasible for the publisher. MBA will customize the list of our MBA bookseller recipients for the publisher's needs.
- ◆ Provide an "Advance Access" offer for MBA booksellers, which MBA broadcasts via E-mail to all member stores. A contact person at the publisher receives the requests from stores and sends reading copies or books and MIDWEST CONNECTIONS PICK enclosure letters to them. The publisher tracks which stores request the book and shares that information with MBA.
- ◆ Give pertinent sales, ordering, and co-op details for the MIDWEST CONNECTIONS book to MBA. We send this to our bookstores and post it on our website for their use. Publisher display, newsletter and event co-op allowances are a plus for MIDWEST CONNECTIONS.
- ◆ Have a special offer or ordering incentive for its MIDWEST CONNECTIONS PICK book, if possible. MBA helps alert stores to the offer. (We understand the legal restrictions on such offers.)
- ◆ Send photo files of the book and author to MBA for use in promo materials and on the MBA website MIDWEST CONNECTIONS pages. MBA also gives these files to our bookstores via our website.
- ◆ Provide electronic resource information about the book and author so that MBA can link to pertinent websites from our MIDWEST CONNECTIONS web pages. We can incorporate your banners, short video and audio files, widgets, etc. on the dedicated MIDWEST CONNECTIONS web page for your book, and we will alert our booksellers to download and use these resources on *their* websites.
- ◆ Create MIDWEST CONNECTIONS promotional materials for the book, using program logos and bookseller quotes provided by MBA. Examples are signs or flyers, shelf-talkers, bookmarks, reading group guides, recipe cards for cookbooks, etc. These materials can be adapted from generic materials the publisher has already, or they can be created especially for MIDWEST CONNECTIONS.
- ◆ MBA only expects the publisher to create promo materials as high resolution PDF files suitable for printing. MBA posts these graphics files on our MIDWEST CONNECTIONS web pages for our stores to access and print for their own use. **If the publisher also chooses to make and ship printed promo materials, MBA provides a list of stores to receive them based on the quantity the publisher wants to produce.**
- ◆ Work together with MBA to set up formal author events, informal author stop-ins at participating MBA bookstores, and/or other opportunities such as Skype webcam events and phone conferences with book clubs. MBA offers recommendations and advice about our stores to facilitate these appearances. While MBA strongly encourages the publisher to make its MIDWEST CONNECTIONS author available to our bookstores, *the author's personal participation is always at the publisher's discretion (and at its expense.) MBA does not promise stores that an author will be available.*
- ◆ Send the MIDWEST CONNECTIONS author to the MBA Trade Show and/or the MBA Spring Meetings to meet MBA booksellers, as feasible. Whenever possible, MBA wants to bring together our booksellers and MIDWEST CONNECTIONS authors. The MBA Trade Show and Spring Meetings are ideal opportunities to maximize this contact. MBA expects the publisher to provide complimentary books or ARCs in a quantity based on the specific show and event involved. The author's travel expenses are the publisher's responsibility.
- ◆ Arrange with MBA for the author to sign stock at the MBA office to fill MBA bookstores' orders for autographed copies of the MIDWEST CONNECTIONS PICK title. MBA packs and ships the signed books, and the publisher pays for shipping, reimbursing MBA as needed.
- ◆ Advertise the MIDWEST CONNECTIONS PICK title in the MBA Catalog at the discounted regional titles rate, if possible, and/or run paid banner ads on the MBA website and our weekly Heartland Indie Bestseller List e-mail blasts. These ads reach both the general public and our booksellers.

The MBA BOOKSELLER'S Role in MIDWEST CONNECTIONS

We ask our MBA Booksellers to support and participate actively in our MIDWEST CONNECTIONS regional marketing program in these ways --

- ◆ Stock and promote Midwest Connections books and authors proactively in their stores.
- ◆ **Read** our Midwest Connections Picks! Many publishers are sending our booksellers complimentary reading copies of Midwest Connections books. In addition, we encourage stores to *request* reading copies of these featured books through MBA if they don't receive them automatically from the publishers. MBA will make sure they get them.
- ◆ Report their sales of all Midwest Connections Picks titles to MBA and to the Indie Bestseller Lists.
- ◆ Send their bookseller recommendations or reviews of Midwest Connections books to MBA. We will share these recommendations with the books' publishers and post them on the MBA website Midwest Connections pages.
- ◆ Display an individual Midwest Connections Pick on its own in a table, window or counter display, using the generic Midwest Connections stickers, signs, and/or shelf-talkers provided by MBA and/or title-specific promo materials provided by the publisher and MBA. Download and print promo materials from the MBA website. DOCUMENT DISPLAY(S) WITH PHOTOS SUBMITTED TO MBA.
- ◆ Display Midwest Connections Picks titles as part of their stores' MIDWEST CONNECTIONS PICKS table, window or other displays, using Midwest Connections promo materials. DOCUMENT DISPLAY(S) WITH PHOTOS SUBMITTED TO MBA.
- ◆ Advertise Midwest Connections Picks in a local publication using the print ad format available from the MBA website, or advertise on a local radio station. SEND A TEARSHEET OR TRANSCRIPT TO MBA.
- ◆ Feature, review, and/or advertise Midwest Connections Picks in their stores' newsletters or E-newsletters, including photo of book covers. SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA.
- ◆ Feature, review and/or advertise Midwest Connections Picks on their stores' websites, on Facebook and in Twitter messages, including photos of the book covers. PROVIDE DOCUMENTATION TO MBA.
- ◆ Review or discuss Midwest Connections books on their local radio or TV stations. DOCUMENT TO MBA.
- ◆ Host author events or informal signings at their stores with Midwest Connections authors. OR arrange phoners or Skype events with authors for their book clubs. OR host authorless events which feature or tie in with Midwest Connections books. SEND MBA DETAILS OF THEIR EVENTS OR STOCK SIGNINGS.
- ◆ Promote Midwest Connections titles & authors to local book clubs/reading groups, community groups or schools. DOCUMENT BOOK CLUB ADOPTIONS or COMMUNITY/SCHOOL PROGRAMS TO MBA.
- ◆ Hand-sell Midwest Connections Picks in their stores as "staff picks" or recommended titles. DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."
- ◆ Promote Midwest Connections Picks in any other ways they wish -- DESCRIBE AND DOCUMENT TO MBA.

Stores ALSO can earn up to **\$100** in rebates from MBA on each of the Midwest Connections Picks that they promote. In all cases, they **MUST** provide appropriate documentation in order to receive rebates. They also MUST report their stores' sales of the books for which they want rebates.

\$25 rebate for using the book with its book clubs and reading groups and actively recommending it as a strong book club selection. ***NEW REBATE started in 2009 and continuing in 2010!***

\$25 rebate for featuring, reviewing, or advertising the book in their store newsletter or E-newsletter or on their store's website, including a photo of the book cover.

\$25 rebate for displaying a Midwest Connections Pick in a table, window, or wall display, either on its own or as part of a MIDWEST CONNECTIONS PICKS titles display with other Midwest Connections books.

\$25 rebate for running a print ad in a local newspaper or similar publication, including a photo of the book cover. A rebate can also be earned by running radio advertising.



Here's Proof of the Power of MIDWEST CONNECTIONS!

"The MIDWEST CONNECTIONS program is a win-win-win love triangle! It's an absolute boon for independent booksellers in our region. Bookstores, authors, and publishers all gain increased exposure and sales from MBA publicity tools and author events. Those events translate into great sales numbers. Most of our top bestsellers are MIDWEST CONNECTIONS books. This would never have happened without this excellent program. I thank everyone who has a part in it!"

-- Nancy Simpson, The Book Vault, Oskaloosa, IA

"IN A HEARTBEAT by Loretta Ellsworth was an amazing book. It was given to me as a new, unknown book that I could read and review, and I read it all in one sitting.....The two different narratives make this story impossible to put down. I recommend this book to everyone who has a heart."

-- Rachel Hettrick, Book Mouse, Ottawa, IL / IN A HEARTBEAT is a Staff Pick this month

"We're very excited that you're promoting IN A HEARTBEAT [through Midwest Connections.]"

-- Valerie Howlett, Bloomsbury Children's Books and Walker Books for Young Readers

"Our Midwest Connections Skype event with Maggie Stiefvater, SHIVER, was GREAT!! The kids LOVED Maggie - they thought she was so funny and engaging. They were THRILLED she had sent personalized book plates. The local newspaper came to cover the event, too. I would definitely do a Skype event again. This is a really great thing for my community because we're 200 miles from a major metro area, and this is a way to have authors visit the store. THANK YOU for all your help!! MBA, Scholastic, and Midwest Connections made this possible!"

-- Jennifer Wills Geraedts, Beagle Books, Park Rapids, MN

"It seems we are on a roll! I am very excited about so many possibilities for the coming year! And again, thank you for picking 4 Penguin books for this year! It's always a pleasure to work with you."

-- Andrew Dudley, Assistant Sales Manager, Adult Field Sales & Author Tours, Penguin Group (USA)

"We love Midwest Connections! Not only do we discover many new books that we might not have known about, but it is yet another tool that we can use to make our bookstore unique and "keep it local." We have a Midwest Connections area in the store and include the featured titles in our monthly newsletter. The information provided by MBA on their website gives us a lot to talk about and makes hand-selling easy and fun. We do weekly book reviews for our local alternative newspaper and we are in the process of instituting a store policy that future reviews will be either Midwest Connections or Indie Next titles." - Alice Meyer, Beaverdale Books, Des Moines, IA

"The MIDWEST CONNECTIONS program helps me to find those hidden gems sometimes overlooked or buried in a publisher's catalog, to highlight books about the area that don't receive the recognition of bestsellers or big name authors. COOP, LITTLE HEATHENS and TRUCK are good examples. Small books with strong sales. Programs like this help me stand out from the crowded world of bookselling. When you can put a lesser known book into the hands of customers, and they like it and would not have heard of it otherwise, they appreciate your expertise."

-- Jerry Bilek, Monkey See Monkey Read, Northfield, MN

"MIDWEST CONNECTIONS PICKS have been very well received. I've taken advantage of and appreciated the rebates and the ARCs. It's a worthwhile program which highlights books that appeal to our customers, but maybe not to a national audience, books that might otherwise be overlooked."

-- Carla Ketner, Chapters Books & Gifts, Seward, NE

"The marketing materials you provide for MIDWEST CONNECTIONS have been helpful. The number of featured books makes a solid display and helps direct customers to books with regional ties. Many customers mentioned it was fun to see LaDeDa staff recommendations in the flyer and on the website. Because Tom Maltman, author of THE NIGHT BIRDS, was local, we enjoyed promoting that book along with him. Having the MIDWEST CONNECTIONS endorsement made the book even more compelling."

-- Bev Denor, LaDeDa Books and Beans, Manitowoc, WI